

# CHRISTMAS SHOPPERS DIRECTORY

## A GUIDE TO REAL XMAS ECONOMIES

### Gloves for Christmas Presents

It's a good plan to buy a glove certificate for gift giving—then the doubt of size or kind is settled when the recipient comes to redeem the certificate. Issued for 1 pair or for "A Xmas box of a half dozen pairs."

#### The Gloves

The Celebrated Trefonke Brand. We are sole agents. The gloves prepared by most women. Stock length, \$1.25, \$1.50, \$1.75, \$2.00 and \$2.50, in all colors, also white and black. Wrist-length, \$1.98, \$2.08, \$2.50 and \$4.00. Black, white and evening shades.

### Boudoir Caps 25c to \$2.00

#### MAIN FLOOR.

Several special lines of pretty Bedroom and Breakfast Table Caps will be offered Monday at these prices. Some are made of washable materials, while others are made of silk crepe de chine and satin mes-saline trimmed with lace, nets and ruffled trimmings. Choice of sky, pink, yellow and lavender.

### Women's Silk Stockings for Christmas

We carry every known good make such as Kayser, McCollum, Riffel, Munich and you may be sure The Economist Silk Stockings will find a welcome wherever they go. No better silk stockings made. All the new shades, also white and black. Prices \$1.00 a pair and up.

### Christmas Handkerchiefs

Thousands of handkerchiefs, and then thousands more—great mass of them.

- Initial Handkerchiefs for women and men.
- Lace trimmed and embroidered Handkerchiefs for women.
- Hemstitched Handkerchiefs of fine linen.
- Handkerchiefs for everybody—3c to \$3.00.

The gift which travels through the mail in your Christmas letters—the gift that's the most popular of all—the gift of friendship, or sentiment, or distinction, and of practicality. More especially note these:

#### PURE LINEN HANDKERCHIEFS 25c

Hand-embroidered; many choice designs in this great holiday assortment—see them tomorrow.

Linen Handkerchiefs all finished with hemstitched borders.

—The finest Handkerchiefs we've ever sold at 25c each—buy them by the dozen, for yourself or for Christmas gifts.

#### ALL SILK CREPE HANDKERCHIEFS 25c

The latest novelty in white and all colors; some embroidered, others printed in pretty floral designs, very dainty.

### Handkerchief Special

Our entire stock of American and Modern Hand-made Initial Handkerchiefs, reduced for this sale to 50c each.

### Holiday Bags

A most appropriate gift, but you will find the prices so attractive that you will want to buy for yourself, too.

New Bags, made of velours, silk-velours, tapestry and beaded effects, as well as leather bags of pin seal, Morocco, walrus, lamb and grain. Any number of new styles and novelty fittings, clever pockets, etc., at special prices Monday—\$1.00, \$1.50, \$2.50, \$3.95 and to \$7.50.

New Bags just received, in the new popular styles with smart linings and novelty fittings. Specially priced Monday at—\$1.00 and up.

### Dolls

A comprehensive assortment of dressed or undressed Novelty Dolls, Dressed Character Dolls and Unbreakable Character Dolls, at very attractive prices.

Each 10c, Up to \$10.00

### See Our Mechanical Animals

Elephants, Bears, Cats, etc., regular values to \$2.50. Choice of any in the lot this week for \$1.00.

### Buy Him a Shaving Stand

It's something any man will appreciate and we are showing a very complete line. Shaving Stands of quadruple plated silver, in plain, pierced and engraved styles, some with complete fittings and electrical fixtures—\$1.50 to \$15.00.

We Issue Merchandise Certificates For Any Amount and Good At Any Time.

Open Evenings Till Xmas Shop Early.

Free Delivery  
Out of  
Town by  
Insured  
Parcels Post



THE STORE WITH THE CHRISTMAS SPIRIT

Mail Orders  
Given  
Prompt  
and Careful  
Attention

Try Shopping on a Transfer. It Means a Convenience to You and This Store As Well.  
Open Evenings Till Xmas Shop Early.

### Of Course You Desire to Dress Up for the Holidays —Here's Your Opportunity

## Fashionable Suits, Coats and Dresses Reduced to \$15.00

Holiday time is "Dress-Up" time all over the country. There'll be festivities a-plenty, family reunions galore—and everyone SHOULD do honor to the Yuletide season by being happy. Clothes go a long way towards happiness.

Now—

Come to The Economist this week with the assurance that you will find hundreds of garments of extraordinary style, beauty and worth greatly reduced for this occasion. Clothes that you will feel right in whatever the event for which you wish them—distinctive clothes.

THE DRESSES: Simply wonderful dresses, glowing silks, airy nets and laces, practical silks in dark shades, serviceable cloth dresses for every time of day and evening, for every use; dresses of unusual beauty and quality.

THE SUITS: Of such rich fabrics as velvet, broadcloth, gabardine, serge and poplin; handsomely trimmed, some with fur, others with velvet and braids; jackets lined with splendid satins; suits that are stylish and good—wonderful bargains.

THE COATS: Think of choosing coats of Silks esquinette plush with genuine beaver trimming, fine broadcloth trimmed with natural racoon, etc., all full lined with quality satin.

### Choice of Any Garment in This Sale \$15.00

And we invite critical comparison with the value of the garments in this sale and those you will find elsewhere—because we feel that the style, quality and charm cannot be duplicated, or anyways near duplicated, at the price.

### \$5.00 Bathrobes \$3.98

Only a small lot of these bath robes, so early choosing is advisable. They are made of soft, heavy Beason Haver in Oxford, gray, lavender, pink and light blue, bordered with satin bands to match and finished with large collar and cord girdle with tassels. All sizes up to 44. Values, \$5.50, tomorrow, each \$3.98.

### Negligees for Christmas Gifts

We show extensive lines of Negligees and Dressing Gowns in the most fascinating styles you could imagine. Made of Crepe de Chine, Corduroy, Velvet, Taffeta, Soft Mousseline; daintily trimmed in ribbons, laces. The shades include Pink, White, Nile Blue, Rose, Grey, White, etc. Priced \$3.98 up to \$15.00.

### Blouses for Christmas Gifts

Hundreds new, dainty and dressy Blouses for Christmas. Materials include radium lace, chiffon, georgette crepe, crepe de chine and taffeta in all the apologetic tints. Models are designed for effective featuring of delicately woven fabrics and artistic combinations, giving distinction and unmistakable charm to every garment. On sale in our Blouse Department, First Floor, for \$2.98, \$3.98 and \$5.98.

### Give Silk Undergarments at Xmas Time

The gift that will always please Misses. You will find many exquisite presents among the silk garments in our Lingerie sales.

Italian Silk Vests priced 95c each and up.

Italian Silk Bloomers priced \$1.98 each and up.

Combinations, priced \$2.98 each and up.

Crepe de Chine Candelas priced \$1.50 each and up.

Crepe de Chine Gowns priced \$3.98 each and up.

Crepe de Chine Envelope Chemise priced \$2.98 each and up.

Crepe de Chine Corset Covers priced 95c each and up.

### Many Give Silk Patterns

And the gift of a waist pattern or dress length is one of the most appreciated of all gifts. Hereafter is a brief list of some of the newer silk patterns available for gifts. Where purchases are made for Christmas presents the pattern will be put up in an attractive gift box.

Silk Crepe de Chine, 44 inches wide, in a broad range of light and dark shades, also in black, white and cream. Yard \$1.00, \$1.50 and \$2.00.

Fancy Silk Shirting, 12 inches wide, in black and cluster striped effects on white grounds. Yard \$1.00.

Soft Finished Chiffon Taffeta—33 inches wide, in all the new street shades and pastel tints, as well as black, white and cream. Yard, \$1.25.

Oriental Mousseline Silk—33 inches wide, in beautiful bright Oriental designs. Twenty different patterns to choose from. 44 yard—98c.

Satin Meteor—42 inches wide in beautiful pastel shades of orchid, mauve, rose, light blue, pink, Nile and hollyhops. Yard, \$1.75.

Satin Chryseides—42 inches wide, in beautiful street shades, including Russian green, navy, Copenhagen and black, also in black. Yard \$1.50.

### Black Silks, Too

Chiffon Taffeta, 38 inches wide, \$1.00 yard.

Satin de Laine, 36 inches wide, \$1.00 yard.

Satin de Chine, 36 inches wide, \$1.25 yard.

Chiffon Taffeta, 36 inches wide, \$1.50 yard.

Pean de Soie, 36 inches wide, \$1.50 yard.

Satin Duchess, 40 inches wide, \$1.98 yard.

Crepe de Lingerie, 36 inches wide, \$1.75 yard.

Satin Duchess, 44 inches wide, \$2.50 yard.

### See The Economist Table Specials

We have regrouped and repriced our stock of Holiday Merchandise so as to make your selection easy by dividing and separating our stock by tables of 10c, 25c, 50c, 75c and \$1.00 tables, and you will find many articles worth double the new prices. So be on hand early tomorrow.

### Half Prices--Special--Half Prices

For the balance of the week or until sold, we place on sale every fancy ribbon novelty in our house at exactly half marked prices.

### All Sterling Silver Novelties

Go to this sale and get 25 per cent discount. Nothing reserved. They all go. And our stock is very complete. Novelty pieces and separate table and napkin pieces.

### Give the Children Something Useful

Instead of useless gewgaws give them a smart little coat, or a fur set, or any of the hundreds and hundreds of useful things for children that are to be found in our enormous prices at The Economist this holiday season.

### Christmas Ribbons on the Booth

Desirable colors, desirable qualities, desirable widths.

Prices for satin ribbons, tulle ribbons, fancy ribbons will be 10c, 25c, 35c and 45c.

For hair bows, girdles, sashes, etc., etc.

### Hand Embroidered Madeira Island Linens

Linens are so suitably applied to so many gift purposes that those are particularly pleasing in their splendid variety.

In Lingerie Sets, Napkins, Centerpieces, Scarfs, etc., all 60c at Special Holiday Prices.

### Gift Neckwear

Many attractive gift suggestions are found in the neckwear section with most unusual values. All the newest novelties are shown. You may choose!

Garment Hosiery in all colors at from \$3.00 to \$15.00.

Maline and Chiffon Hosiery, the newest gradations, 50c to \$2.50.

Beautiful Neckwear in individual boxes at 25c, 50c and upwards.